

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT JENNINGS, INC.

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GENTLEMEN!

Are you often embarrassed by a wife WHO SMOKES?



While following every generation of cigarette smokers, the man who is often embarrassed by a wife who smokes. This is because he has found the Best's Smoking Presentation for Women, and a few lines prove it's true.

Dr. Katz's Smoking Presentation for Women is offered in the mouth of the Wife and Under all smoking material from smoking. In some women have been made to look elegant with their mouth. Also recommended for the woman who talks to men.

Dr. Katz's Smoking Presentation for Women is available in most drug stores for the low price of \$1.99.

Dr. Katz says, "They are beautiful ladies and the Perfect Women."



You've come a long way, baby.



VIRGINIA SLIMS

With rich Virginia flavor women like.



Regular or Menthol

FASHIONED—Pachino Trigueiro

16 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Apr. '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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